## US EXECUTIVE APPROVAL FORM

CUSTOMER NAME: Schreiber Foods, Inc. PARTNER/VAD NAME:

**SECTION I - Approval Requests:** 

New Request 22-May-2003: HQAPP:

- 1. Two Year 63% price hold, 50K minimum purchase, on the following technology including Database Enterprise Addition, Real Applications Cluster, Partitioning, Diagnostic Pack, Tuning Pack, Change Management Pack, Internet Application Server Enterprise Addition, Internet Developer Suite, Discoverer Desktop Edition, Jdeveloper, Programmer, Collaboration Suite, Files, Email, Express Server, Express Analyzer.
- 2. Two year 63% price hold, 50K minimum purchase, on the four types of E-Business Suite Users including Professional Users, Professional Users External Usage, Employee Users, Non Employee User External Usage plus the following applications including payroll, iRecruitment, electronic orders, transportation, advanced supply chain planning, constraint based optimization, inventory optimization, global order promising, demand planning, collaborative planning, supply chain intelligence, EAM Self-Service User, sourcing, exchange marketplace, product development, activity based management, balanced scorecard, tutor for applications, self-service tutor for applications, & ilearning.

Customer has indicated they will sign this deal on Friday, May 23<sup>rd</sup> if we can increase price hold by 3 pts in discount. Previously approved at 60%.

# Approved by HQAPP on 21-May-2003::

- 1. 75% initial discount on E-Business Suite Professional Users
- 2. 75% initial discount on Electronic Orders.
- 3. Two Year 60% price hold, \$50K minimum purchase, on the following technology including Database Enterprise Addition, Real Applications Cluster, Partitioning, Diagnostic Pack, Tuning Pack, Change Management Pack, Internet Application Server Enterprise Edition, Internet Developer Suite, Discoverer Desktop Edition, Ideveloper, Programmer, Collaboration Suite, Files, Email, Express Server, Express Analyzer.
- 4. Two year 60% price hold, \$50K minimum purchase, on the four types of E-Business Suite Users including Professional Users, Professional Users External Usage, Employee Users, Non Employee User External Usage plus the following applications including: Payroll, Time & Labor, iRecruitment, Electronic Orders, Transportation, Advanced Supply Chain Planning, Constraint Based Optimization, Inventory Optimization, Global Order Promising, Demand Planning, Collaborative Planning, Supply Chain Intelligence, EAM Self-Service User, Sourcing, Exchange Marketplace, Product Development, Activity Based Management, Balanced Scorecard, Tutor for Applications, Self-Service Tutor for Applications, iLearning, iStore, Release Management.

#### Approved 5/19/2003

**HQAPP** Requests:

- 1. Leverage E-Business Suite packaging and pricing as the starting point as listed on March 7, 2003 E-Business Global Price List.
- 2. 75% initial Discount on new E-Business Suite Employee Users to support self-service applications of approximately 3,498 total once the migrated E-Business

Professional Users & Employee Users are migrated in.

3. 75% initial discount on Payroll.



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- 4. 75% initial discount on: Database Enterprise Edition, Tuning Management Pack, Diagnostic Management Pack, and Change Management Pack.
- 5. Two Year 50% price hold, \$50K minimum purchase, on the following technology including Database Enterprise Edition, Real Applications Cluster,

Partitioning, Diagnostic Pack, Tuning Pack, Change Management Pack, Internet Application Server Enterprise Edition, Internet Developer Suite, Discoverer

Desktop Edition, Jdeveloper, Programmer, Collaboration Suite, Files, Email, Express Server, Express Analyzer.

6. Two year 50% price hold, \$50K minimum purchase, on the four types of E-Business Suite Users including Professional Users, Professional Users External

Usage, Employee Users, Non Employee User External Usage plus the following applications including payroll, time & labor, iRecruitment, electronic orders,

transportation, advanced supply chain planning, constraint based optimization, inventory optimization, global order promising, demand planning, collaborative

planning, supply chain intelligence, EAM Self-Service User at \$495 List Price, sourcing, exchange marketplace, product development, activity based

management, balanced scorecard, tutor for applications, self-service tutor for applications, ilearning, istore, release management.

## Previously approved requests (include date of approval):

The following was all approved on March 28, 2003, with Joyce Westerdahl approving #3.

- 1. Customer Reference verbage that was in their Feb. 16, 2001 Ordering Document that said "Oracle may refer to Customer as a customer in sales presentations, marketing vehicles and activities with prior written consent from Customer.
- 2. Software maintenance increase not to increase by more than 5% annually for three years.
- 3. Nonsolicitation = Oracle and customer agree that for a period of 1 year from the effective date, neither shall solicit for employment or retention as an independent contractor any employee or former employee of the other who provided input on the licensing sale process. "Solicit" shall not be deemed to include advertising in newspapers or trade publications available to the public. In the event that one of the aforementioned entities solicits an employee of the other in violation of this paragraph, the entire liability of the soliciting entity and the exclusive remedy for the nonsoliciting entity shall be payment of ten thousand dollars (\$10,000) to the nonsoliciting entity by the solicitying entity.

### The following was approved on May 19, 2003 by HQAPP:

- 4. Leverage E-Business Suite packaging and pricing as the starting point as listed on March 7, 2003 E-Business Global Price List.
- 5. 75% initial Discount on new E-Business Suite Employee Users to support self-service applications of approximately 3498 total once the migrated E-Business Professional Users & Employee Users are migrated in.
- 6. 75% initial Discount on Payroll.
- 7. 75% initial Discount on Database Enterprise Edition, Tuning Management Pack, Diagnostic Management Pack, and Change Management Pack.
- 8. 4% extended migrated discount totaling 29% on professional users.
- 9. 10% extended migrated discount totaling 35% on electronic orders.

#### **SECTION II – Deal Summary:**

Deal Summary					
Programs	Applications:	Each	List	Discount	Net

v.1

<b>.</b>	464 T.D. D. G.H.		
	464 E-Bus. Prof. Users \$ 224,464. \$ 80,922 \$		
	143,542.		
	Migrated from previous		
	License		
	500 E-Bus. Professional		
	Users \$4000. \$2,000,000. \$1,500,000. \$		
	500,000.		
	300,000.		
	25000 Electronic Orders \$ 2.00 \$ 50,000 \$ 37,500. \$ 12,500.		
	25000 Electronic Oracis & 2.00 & 50,000 & 57,500. & 12,500.		
	2998 E-Bus. Employee		
	Users \$400. \$1,199,200. \$899,400. \$		
	299,800.		
·			
	3600 Payroll Persons \$ 60. \$216,000. \$ 162,000. \$ 54,000.		
	5 Database Enterprise \$ 40,000. \$200,000. \$ 150,000. \$		
	50,000.		
	Edition		
	5 Tuning Mmgt. Packs \$ 3,000. \$ 15,000. \$ 11,250. \$		
	3,750.		
	5 Diagnostic Packs \$ 3,000. \$ 15,000. \$ 11,250. \$ 3,750.		
	5 Change Mmgt. Packs \$ 3,000. \$ 15,000. \$ 11,250. \$		
	3,750.		
License Discount	75% (ebiz + 50%)		
Support Discount	75% (ebiz + 50%)		
Comp & Admin Discount			
Phased Implementation for Comp	See checklist below and forward a spreadsheet to NASINFO/OGEHINFO		
& Admin?	•		
Subset of Users	See checklist below and forward a spreadsheet to NASINFO/OGEHINFO		
Support Options/Holds	Software maintenance increase not to increase by more than 5% annually		
	for three years.		
Price Holds	Two Year 60% price hold, 50K minimum purchase, on the following		
	technology including Database Enterprise Addition, Real Applications		
	Cluster, Partitioning, Diagnostic Pack, Tuning Pack, Change Management		
	Pack, Internet Application Server Enterprise Addition, Internet Developer		
	Suite, Discoverer Desktop Edition, Ideveloper, Programmer, Collaboration		
	Suite, Files, Email, Express Server, Express Analyzer.		
	Two year 60% price hold, 50K minimum purchase, on the four types of E-		
·	Business Suite Users including Professional Users, Professional Users		
	External Usage, Employee Users, Non Employee User External Usage plus		
	the following applications including payroll, time & labor, iRecruitment,		
	electronic orders, transportation, advanced supply chain planning, constraint		
	based optimization, inventory optimization, global order promising, demand		
	planning, collaborative planning, supply chain intelligence, EAM Self-		
	Service User, sourcing, exchange marketplace, product development,		
	activity based management, balanced scorecard, tutor for applications, self-		
	service tutor for applications, ilearning, istore, release management.		

List License	\$ 3,934,664.
List Support	\$ 865,626
List Comp & Admin	N/A
Net License	\$ 1,071,092
Net Support	\$ 561,912
Net Comp & Admin	N/A
Net Total Price	\$ 1,633,004
Price List Used	March 7, 2003

Customer	History - Existing Price Holds
Existing contractual discount (price hold)	Yes, 50% for following Technology from Schreiber's Contract dated February 16, 2001.  - Discoverer desktop edition, express server, database enterprise edition, diagnostic pack, tuning management pack, change management pack, internet application server enterprise edition, management pack for applications, internet developer suite.  Yes, 50% for following Applications from Schreiber's Contract dated February 16, 2001.  - istore, order management line items, advanced pricing line items, purchasing, process manufacturing, isupport, teleservice, financials, financial and sales analyzers, edi gateway, payroll, internet expenses, human resources.
Date of Price List for price hold	February 16, 2001
When does price hold expire?	February 16, 2004
Price hold program categories (database, server, erp, crm, hr/payroll, app suite)	See above
Name of Agreement if applicable	Order Document dated Feb. 16, 2001

#### **SECTION III - Justification:**

Total deal has grown to \$1 million new license net. Also Schreiber is forecasting a need for 1,300 more professional users in the next 12 months.

Schreiber Foods has been a loyal Oracle Technology and Applications customer for two years and have been very patient with all the quality problems with 11i. They have and will continue to take reference telephone calls and site visits for the E-Business Suite including Trade Management and Collections of which not many references exist.

This transaction will lock out Peoplesoft from continuing their selling efforts in the Payroll & H/R space, I2 and Manugistics in the supply chain planning space, Get Paid in the Trade Management and Collections space, and Maximo in the plant maintenance space.

Negotations on this transactions stopped at Schreiber on May 1, 2003 because Larry Ferguson, Schreiber's CEO felt the current proposal was too high which then let the above competitors back in. Oracle and Schreiber have since agreed on the above it will will bring in 1.5 million dollars of new license and support to Oracle in May 2003 plus keep the above competitors out.

The current E-Business Suite model is of much more value to Schreiber than the recently released model. However Schreiber does not have the people resources to roll out their continued plans until 2004, but are willing to make this license and support investment in order to leverage the current E-Business Suite licensing model.

Recommendation: (leave blank for HOAPP to fill out)

## Submitted By:

Gary Anderson, Applications Account Manager, Office = 608-781-5005, Cell 608-386-1074, gary.anderson@oracle.com

Tom Marth, Regional Applications Manager, Office = 513-629-2226, Cell 513-543-6706, tom.marth@oracle.com

R:	(leave blank for HQAPP to fill out)
C:	
L:	
A:	
ВP	•

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License Migrations header to download the spreadsheet and for additional information.

# PLEASE NOTE THAT HQAPP WILL NOT REVIEW ANYTHING BELOW AND NOTHING BELOW SECTION V – Ordering Document Details

<u>Instructions</u> - Fill in all sections completely.

APPROVAL REQUIREMENTS - Refer to the Approval Matrix at http://esource.oraclecorp.com
PRICING REQUIREMENTS - Refer to Price List and Price List Supplement for minimums and prerequisites.
PRICING SPREADSHEET - Include a pricing spreadsheet showing all products, quantities, license types, pricing, and discounts. Indicate if discount for drafting contract differs from approved discount.

MIGRATIONS - If your deal contains a migration, you must submit a Migration Worksheet to the ELM (eBusiness License Migrations) team. Refer to <a href="http://nafo.us.oracle.com">http://nafo.us.oracle.com</a> under the Contract Management tab and e-Business

Note: All business approvals & quotes are valid through the quarter they were approved, unless a formal RFP or Tender requires a longer validity period.

General Information		
Contract requested by (insert date): After all approvals are obtained - Allow 24 hours	May 16, 2003	
for standard contracts and 48 hours for non- standard contracts.		
Opportunity I.D. (OSO Number):	922727	
Is this a ship order?	X Yes No	
Deal Structure (indicate Direct, Pass-Through, Sublicense, or Trial License):	Direct	
Is this deal the result of a compliance issue that LMS has been involved in?	YesXNo	
Does deal contain new licenses with an approved non-supported license type (i.e. metric is not nor ever has been on Oracle's price list):	Yes (specify non-supported license type and eBusiness license type used to determine conversion)  X No	
Quote Valid Through (insert date):	May 30, 2003	
Partner (insert name, if applicable)?	Margin or % of net license fees	

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VAD (insert name, if applicable)?	Margin or % of net license fees
PARTNER PAYMENT: If this is a direct deal,	Yes
does it involve a Partner Referral Fee?	No
If yes, specify payment type:	Applications Affiliate Fee ROP Fee (GB Use Only)
MIGRATIONS OR UPDATES:	X_YesNo
PREMIUM SERVICES:	Yes X No
INCIDENT PACKS:	Yes X No
INTERNATIONAL:	Yes
Requires an International Notification Form to be	XNo
forwarded to your manager, contract specialist, and NASINFO or OGEHINFO.	
Payment Terms:	XNet 30
-	Other (Specify)
Referenced Agreement:	XNew OLSA
	Other (Specify)

Customer and Administrative Information – all fields must be filled in		
Customer's EXACT Legal Name:	Schreiber Foods, Inc.	
Business Address:	425 Pine Street	
City / State / Zip:	Green Bay, Wisconsin 54307	
Customer Contract Admin:	Fred Parker	
Phone #:	920-455-6207	
Fax #:	920-455-2226	
E-mail ID:	Fred.parker@sficorp.com	
Billing Contact:	Same	
(Partner/VAD if Indirect):		
Address:		
City / State / Zip:		
Phone #:		
Fax #:		
E-mail ID:		
Tax Status :	Exempt (Need certificate for ship to state if not on Oracle's Tax	
	Exemption Log)	
	Non-Exempt	
Shipping Contact:	Same	
Address:		
City / State / Zip:		
Phone #:		
year ()		
Fax #:		
Fax #: E-mail ID:		
E-mail ID:	Tom Andreoli	
	Tom Andreoli 425 Pine Street	
E-mail ID: Technical Support Contact:		
E-mail ID:  Technical Support Contact:  Address:	425 Pine Street	
E-mail ID:  Technical Support Contact:  Address:  City / State / Zip:	425 Pine Street Green Bay, Wisconsin 54307	
E-mail ID:  Technical Support Contact:  Address:  City / State / Zip: Phone #:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049	
E-mail ID:  Technical Support Contact:  Address:  City / State / Zip: Phone #: Fax #:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	
E-mail ID:  Technical Support Contact:  Address:  City / State / Zip: Phone #: Fax #:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	
E-mail ID:  Technical Support Contact:  Address: City / State / Zip: Phone #: Fax #: Email ID:  Partner Name (Indirect): Address:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	
E-mail ID:  Technical Support Contact: Address: City / State / Zip: Phone #: Fax #: Email ID:  Partner Name (Indirect):	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	
E-mail ID:  Technical Support Contact:  Address: City / State / Zip: Phone #: Fax #: Email ID:  Partner Name (Indirect): Address:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	
E-mail ID:  Technical Support Contact:  Address: City / State / Zip: Phone #: Fax #: Email ID:  Partner Name (Indirect): Address: City / State / Zip:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	
E-mail ID:  Technical Support Contact:  Address: City / State / Zip: Phone #: Fax #: Email ID:  Partner Name (Indirect): Address: City / State / Zip: Contact Admin:	425 Pine Street Green Bay, Wisconsin 54307 920-455-6049 920-455-2232	

	Education (EPPC)	
Education Prepaid Credit Amount:	\$	
Education Discount:	%	
Education Revenue:	\$	
Education Sales Rep:	Larry Marty, Office = 952-897-400	1, Cell 612-991-7227

# PROCESSOR/NAMED USER PROGRAMS/COMPUTER PROGRAMS (REQUIRED INFORMATION)

Make and Operating System required for each program:

Make:

**IBM** 

OS:

AIX

PROGRAMS: AIX

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Applications		
Will applications be modified:	Yes X No	
Will users be accessing modified Apps from the web:	Yes X No	
Have all prerequisites been included:	X_YesNo	
Will users use Fast Forward RPM:	Yes X No	
Will applications be hosted:	Yes X No	
Indicate database that Apps will run on:	Oracle	
Indicate CSI for existing prerequisite database and tools:	3214956, 3364110, 3640443	

	Options not requiring HQAPP, Tier 1, or Tier 2 Approval		
(1)			
(2)			
(3)			
(4)			

	Internal Administrative Information	
Applications Sales Manager	Gary Anderson, Office 608-781-5005, Cell 608-386-1074	
Technology Sales Manager	Kay Gebhard, Office 414-270-4323, Cell 414-507-0929	
Account Manager		
OracleDirect Rep	Marco Pasquini for Technology, 905-501-5264	
· · · · <del>-</del>	Kevin Pinch for Applications, 905-501-2034	
Education Sales Rep	Larry Marty, 952-897-4001	
Support Renewals Rep	Tracie Hudson, 719-757-4120	
Premium Support Rep	Tracie Hudson, 719-757-4120	
Migrations Manager	Neal Menon, 916-315-5021	
Is there a teaming agreement?	Yes (if yes, list all appropriate reps)	
1.00	X No	
Requester:	Name: Gary Anderson	
	Business Telephone: 608-781-5005	
	Cell Phone: 608-386-1074	